

CHAP. II. INDHRAFAIRIKA

ఆంధ్రపత్రిక

The Andhra Patrika

(Simultaneously published from Madras & Vijayawada)

REVISED RATES

With effect from December 1, 1966

DISPLAY RATES

Inside pages: (Minimum 3 Cm. single column)
 Upto 249 Col. Cm. Rs. 5.60 per Col. Cm.
 250 Col. Cm. and over to be used within 12 months Rs. 4.60 per Col. Cm.

Legal and Public Notices, Municipal and other Local Bodies, Tender Notices, Company Prospectuses and allied Announcements, Election Notices, Trade Mark Notices Etc.
 Rs. 5.60 per Col. Cm.

Special Positions:
 Front Page (Minimum 5Cm. x 2Col.) 50% Extra
 Front Page solus (Minimum 25Cm.x3Col.) 100% "
 Specified Page 25% "
 Top of advertisement column 25% "

Ear Panels: (Size 5 Cm. x 7.5 Cm)
 26 insertions in one year each Rs. 50.00
 52 insertions in one year each Rs. 40.00

Classified Advertisements (Minimum 4 Lines)
 Agents Wanted, Acknowledgment, Business for Sale, Financial, For Sale, Lost, Missing, Public Auction, Wanted Etc. Rs. 1.50 per line

Box No. service and redirection charges
 Rs. 2.60 Extra

Advertisements other than in Telugu: 50% extra
Advertisements in colour:
 Black plus one colour 50% extra
 Black plus two colours 75% "
 Minimum size for colour advertisements: 20 Cm. x 3 Cols.

Block making charges, if any, will be extra

Advertisers having contract for black and white can avail themselves of the contract facilities if they want to use part of the contracted space for colour advertisements.

This cancels all our previous rate cards

Advertisement Manager
THE ANDHRA PATRIKA
 6 & 7, Thambu Chetty Street, MADRAS-1.
 Phone: 29766 Gram: ANDHRAPATRIKA
